

# HEAVEN-on-EARTH

## Marketing and Image Management Company

---

*A Full Service Company—Providing Client Care and Advice in Marketing, Event Management, Promotions and Image Management*

Email: [robvickery@shaw.ca](mailto:robvickery@shaw.ca) Bus: (250) 383.7914 1270 Johnson Street, Ste. 205, Victoria, BC, CANADA, V8V 3P1 Cell: (250) 886.1035 Fax: (250) 383.9068

### Web Advertising Guidelines

#### Pricing

- Monthly ad rates range from \$25 to \$80 with multiple ad placements. (GST exempt. As of July 1, 2010, HST exempt)
- Monthly billing cycle is commensurate to date of ad purchase
- Complete web advertising details are available at: [http://www.capitalartsfestival.ca/web\\_advertising\\_guidelines\\_2010.html](http://www.capitalartsfestival.ca/web_advertising_guidelines_2010.html)

#### Ad Bookings and Account Payments

Please make check/money order payable to:

**Heaven-on-Earth Marketing and Image Management Company**  
**1270 Johnson Street, Suite 205, Victoria, BC, V8V 3P1**

- Invoice and Agreement to be sent at time of ad purchase
- Business receipt issued when payment is received
- Service charge of \$40 will be levied per NSF check
- Interest rate of 2.08% per month (24.96% per annum) will be applied against all overdue invoices past 30 days from original invoicing date

#### General

- On the Capital Arts Festival 2010 website, depending on the ad type(s) purchased, ads will be published either to our:
  - "Home Page and Event Listings Service" **or** "Event Listings Service"
  - For more web advertising information, please go on-line to our website and refer to: "WebRateCard.pdf"
- Ad must be professionally designed. Client is responsible for ad design.
- Not accept political, religious or adult themed ads
- Published ad includes weblink to your business website. Please remember to email your business weblink.
- Samples of our published web advertising are available at:
  - [http://www.capitalartsfestival.ca/caf\\_homepage\\_2010.html](http://www.capitalartsfestival.ca/caf_homepage_2010.html)
  - [http://www.capitalartsfestival.ca/caf\\_homepage\\_2008.html](http://www.capitalartsfestival.ca/caf_homepage_2008.html)

#### Email Your Web-Ready Ad Directly to:

Laurie Ladmore  
Laurie Ladmore Artist Services  
Webmaster, Capital Arts Festival  
[davidlaurieladmore@shaw.ca](mailto:davidlaurieladmore@shaw.ca) | Bus: (250) 361-3243 | Fax: (250) 383-9068

#### Ad Specs

- **Sizes:**
  - **Small Island**-2.38" x 1.88" (**\$25**)
  - **Long Horizontal Banner**-6.50" x 0.83" (**\$35**)
  - **Short Vertical Banner**-1.67" x 3.33" (**\$35**)
  - **Medium Horizontal Banner**-5" x 1.67" (**\$50**)
  - **Tall Vertical Banner**-1.67" x 8.33" (**\$80**)
- Colour or B+W
- **Preferred Files:** web-ready ads as JPG or GIF files
- JPG files saved at "high quality"
- 72 ppi
- Saved to transparent background
- Files no bigger than 2MB

#### Do Not Send Ad

- Embedded within a word processing document, i.e. Microsoft Word **or** as a PDF (Adobe Acrobat)

Once again, we are pleased to invite your business participation and extend our many thanks for your time and considerations.

#### For more information, please contact:

Rob Vickery  
Heaven-on-Earth Marketing and Image Management Company  
Owner and Producer, Capital Arts Festival  
Publisher, Event Listings Service

T: (250) 383-7914 | C: (250) 886-1035 | F: (250) 383-9068 | E: [robvickery@shaw.ca](mailto:robvickery@shaw.ca) | 1270 Johnson Street, Ste. 205, Victoria, BC, V8V 3P1  
Hours of operation: 9:00AM to 4:30PM, Monday through Friday. Closed weekends and statutory holidays.